

## ABSTRACT OF THE DISCLOSURE

Tour guide contents utilized by a user at a travel destination consist of guide information including POI information, map data and the like, and user information including memoranda written by the user. The user can access a contents server from a user terminal, and is able to customize at the contents server the tour guide contents to be utilized at a travel destination. Customized tour guide contents are stored into a memory medium at a business terminal, and the memory medium is installed in an electronic guide apparatus, such as at an airport counter. The user receives the electronic guide apparatus and a GPS on a rental basis at the airport counter, and takes them to the travel destination. Then, the user is able to utilize the tour guide contents customized for the user at the travel destination.

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